

Catching the Future

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"The Empires of the future are the empires of the mind."
-- Winston Churchill

As the Future Catches You, Juan Enriquez, Crown, 2001, 256 pages

Have you ever slapped your forehead in an "Oh, my gosh, that's exactly right!" moment? That's what happened more than once as I read Juan Enriquez' book ***As the Future Catches You***.

In one amazingly easy-to-read book (actually more of a conversation since your mind keeps talking back and making notes as you're reading), Enriquez explains the creation and flow of wealth in the world (boiled-down-over-simplified-but-right-on answer: knowledge creation), the language of the future (DNA's A, T, C, & G linking with silicon's 1s and 0s), and the wave of the future (nano ... meaning small, very small, like in a car-the-size-of-a-grain-of-rice small).

Here are a few tidbits, meant mostly to whet your appetite on your way out the door to buy the book (even if your fingers do the walking to amazon.com).

- This is an old story: In 1600 one of the most valuable pieces of real estate in the world was Run ...Which produced nutmeg. The three great naval powers, the English, the Dutch, and the Portuguese, fought bitterly to control this tiny island. In 1667 the Dutch won and the English, to save face asked the Dutch for a useless property ... New Amsterdam ... Today Manhattan. (Now Run does not even appear in most atlases.)
- Ideas are different ...
The more you spread them...
The more valuable they become.
So now those who produce knowledge...
Get consistently richer.
- And in August 1965, The Sydney Morning Herald concluded: "An independent Singapore was not regarded as viable three years ago. Nothing in the current situation suggests that it is more viable today."
- In 1984, the largest U.S. software company was WordStar International.
- The power of technology ...
To build...
And destroy...
Is such...
That it is likely...
Few of us have ever heard...
The name of what will be the
World's largest company...
In 2020.